



**June 2004**

**The U.S. Department of Commerce's (USDOC)  
U.S. Export Assistance  
Centers Serving South  
Carolina —**

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**TRADE NEWS** is the monthly newsletter of the U.S. Commercial Service, U.S. Dept. of Commerce in South Carolina. It is distributed by email. To correct, add or delete an address, send complete contact information to the Columbia USEAC at the email address or fax # above.

# Trade News

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**Marketing to Mexican Manufacturers Program** - Inputs of components, supplies, and machinery (worth \$88 billion) make up over half of all products imported into Mexico. The items are used by Mexican plants to produce goods for export, with production expected to reach a value of \$125 billion by 2008. To promote U.S. exports to the Mexican manufacturing sector, the U.S. Department of Commerce/International Trade Administration developed the "Marketing to Manufacturers in Mexico" program. U.S. firms enrolled in the program receive monthly reports via email, invitations to participate in videoconferences with Mexican buyers, qualified trade leads, assistance in finding agents, representatives or distributors, and support during trade shows in Mexico. Visit [www.buyusa.gov/mexico/](http://www.buyusa.gov/mexico/) to sign up for the program. NOTE: A live videoconference with the U.S. Commercial Service Office in Monterrey to help match South Carolina companies with Mexican manufacturers looking to purchase equipment/machinery, etc., is being planned. Date will be announced shortly. Contact your local U.S. Export Assistance Center if you are interested in participating.

**CAFTA Industry Fact Sheets** - USDOC's Market Access and Compliance has issued CAFTA Industry Fact Sheets for the following industries: Transportation Equipment; Building Products; Capital Goods; Chemicals; Consumer Goods; Electronics and Instrumentation; Energy; Environmental Goods; Ferrous Ores and Metals; Fish; Footwear; Leather and Leather Goods; Lumber and Wood; Non-Ferrous Ores and Metals; Paper; Services; Textiles; and Aerospace. These reports include information on how U.S. exporters in these industries will be affected by CAFTA in regards to Trade and Tariffs; Tariff Elimination; and Non-Tariff Barriers. To receive a copy, email [Office.Columbia@mail.doc.gov](mailto:Office.Columbia@mail.doc.gov) and specify the report(s) you are requesting.

**Sanctions Ordered for U.S. Exports to Syria** - On Tuesday, May 11, 2004, President Bush banned all U.S. Exports to Syria except for Food and Medicine. These sanctions were ordered after long standing complaints that Syria was supporting terrorism and undermining U.S. efforts in Iraq. To review the official posting, go to the Office of Foreign Asset Controls' (OFAC) website: <http://www.treas.gov/offices/eotffc/ofac/sanctions/t11syria.pdf>. OFAC can be contacted directly by phone at 1-800-540-6322.

**Update on Libya** - On April 29, 2004, the U.S. Department of Commerce's Bureau of Industry and Security (BIS) published an amendment to the Export Administration Regulations in the Federal Register. The amendment updates BIS's license requirements for Libya and is consistent with changes in U.S. legal authorities concerning Libya. The amendment reflects Libya's continuing good faith effort to completely dismantle its weapons of mass destruction and missile programs, and adherence to its renunciation of terrorism. In summary, BIS's new licensing requirements and policies for Libya are as follows:

- Items submit to the EAR but not listed on the Commerce Control List (CCL) (i.e., EAR99 items) are generally not subject to a license requirement except as defined in the end-user and end-use controls set forth in Part 744 of the EAR.
- Items controlled by the multilateral export control regimes (i.e., items controlled for national security (NS), missile technology (MT), chemical and biological weapons (CB), and nuclear nonproliferation (NP) reasons on the Commerce Control List (15 CFR Part 774) require a license to Libya, as do items controlled for crime control (CC) and regional stability (RS) reasons.
- Libya remains on the list of designated state sponsors of terrorism. As a result, most items controlled for anti-terrorism (AT) reasons will continue to require a license for export or reexport to Libya. Additionally, certain categories of items controlled for reasons not included on the Country Chart in Part 738 of the EAR also require a license for export or reexport to Libya.

For more info., go to <http://www.bis.doc.gov/PoliciesAndRegulations/LibyaFAQs.htm> and review the document, "Libya: Frequently Asked Questions and Answers."

**Good Tips for Avoiding Unauthorized Exports** - The following suggestions are from the U.S. Bureau of Industry and Security (BIS) website at <http://www.bis.doc.gov/>. Visit the site for details on ways to avoid doing business with unauthorized parties.

- ✓ Read and understand the "Know Your Customer Guidance" provided in the Export Administration Regulations and as part of the BIS web site. It describes ways to recognize and avoid prohibited transactions.
- ✓ Become familiar with the "Red Flag Indicators" to help recognize illegal, or potentially illegal, transactions.
- ✓ Check the parties to the transaction (including freight forwarders, intermediate consignees, and the ultimate consignee) against the most recent "Denied Persons List." Although a U.S. firm is only required to make this check for export or re-export transactions, it may also be useful to do so for domestic transactions.
- ✓ If asked to participate in an export transaction that appears to be illegal, contact the BIS Office of Export Enforcement immediately. Persons may also confidentially report these situations via the Leads and Tips form on the BIS website.
- ✓ Check the parties to the transaction against the BIS "Unverified List" and the "List of Specially Designated Nationals" maintained by the U.S. Department of Treasury's Office of Foreign Assets Control.
- ✓ Review the BIS web page on "Recognizing and Reporting Possible Violations."



\*\*\*\*\* **COMMERCIAL NEWS USA Is Back!** \*\*\*\*\*

**Commercial News USA** is the official U.S. Department of Commerce export-marketing magazine. This catalog-style magazine is designed to help U.S. companies promote American-made products and services to overseas buyers at a fraction of the cost of other advertising options.

**Commercial News USA** has 80,000 subscribers located in more than 145 countries. Each issue reaches an estimated 400,000 readers worldwide.

The magazine, which is free to foreign subscribers, is mailed directly to qualified recipients and distributed by U.S. Commercial Service personnel at U.S. embassies and consulates worldwide. Whether you seek representation, distribution, direct sales, licensing or joint venture partners, **Commercial News USA** will deliver your message directly to potential customers in export markets around the world.

Listing prices start at \$695 for Black & White and \$995 for 4-color. A web site listing is also available for \$295.

The first issue of the revised **Commercial News USA** is scheduled for publication in September (reservation deadline is July 2). For more information please go to <http://www.export.gov/cnusa>.

**Do's and Don'ts of Doing Business in China** - Since adopting market reforms in 1978, China has been among the world's fastest growing economies. This has led to dramatic developments in America's commercial relationship with China. Despite a significant trade deficit, U.S. exports to China grew by 66 percent over the past three years as compared to a 10 percent decline for the rest of the world. There are significant opportunities for U.S. businesses in China. An article by the U.S. Commercial Service in Beijing lists key "Do's and Don'ts" of doing business in China. For the complete article, go to: <http://www.export.gov/exportamerica>.

**Attention Agricultural/Food Related Exporters** - Join the Southeastern U.S. Trade Association's (SUSTA) on Wed., June 9, at 10:00 a.m. (CST) for their next online training for Branded Applicants. This training entitled, "Using the Branded Program," will feature Branded Coordinators Deneen Wiltz and Nicole Schauer. They will teach companies how to maximize their utilization of Branded funds. Attend this event from the office or from home using just a computer and a telephone. Register at <http://sustaevents.webex.com/sustaevents>. If prompted, use the password "susta1". Further instructions will be emailed to all registrants. SUSTA will also hold an event on June 16 to help companies understand SUSTA's new online Branded application. You may also review previously recorded events posted under the heading "Recorded Events".

**EU Moves to Ban Spam** - The European Union (EU) has recently approved a law, popularized as a "ban on spam," which in most situations requires companies to get the prior consent of individuals before sending them marketing communications by email. The report sets out what the new EU rules are and what U.S. companies, based both inside the region and out, should consider when complying with them. To request a copy of this report, send an email to [Office.Columbia@mail.doc.gov](mailto:Office.Columbia@mail.doc.gov).

**Trade Compliance Center - Assisting U.S. Exporters Facing Trade Barriers**

The U.S. Department of Commerce's Trade Compliance Center sends out a weekly "What's New" email broadcast, which provides up-to-date news on changes in foreign standards, government procurement practices, and more. Below is a sample of this regular update. To sign up to receive "What's New," simply go to <http://www.tcc.mac.doc.gov/cgi-bin/doit.cgi?211:82:939829923>. There is no fee to register.

**What's New?**

To make it easier for you to keep up-to-date on recent market access and compliance news that we've added to our TCC On-line website, we're sending you this regular update of "What's New" on our website, with a link directly to the site. The following new items have been added to TCC On-Line:

U.S., Malaysia Sign Trade and Investment Framework Agreement - <http://www.tcc.mac.doc.gov/cgi-bin/doit.cgi?204:52:900894206:1112>  
U.S. and Brazil Hold Consultations on FTA - <http://www.tcc.mac.doc.gov/cgi-bin/doit.cgi?204:52:900894206:1111>  
State Department Official Outlines U.S. Goals for Latin America - <http://www.tcc.mac.doc.gov/cgi-bin/doit.cgi?204:52:900894206:1110>  
Ashcroft Warns of Corrosive Effects of Corruption in Government - <http://www.tcc.mac.doc.gov/cgi-bin/doit.cgi?204:52:900894206:1109>  
Secretary Evans Discusses Market Opening Efforts in Remarks to Council of Americas - <http://www.tcc.mac.doc.gov/cgi-bin/doit.cgi?204:52:900894206:1108>  
U.S. and Australia Will Sign Free Trade Agreement May 18 - <http://www.tcc.mac.doc.gov/cgi-bin/doit.cgi?204:52:900894206:1107>  
Peru and Ecuador to Join With Colombia in May 18-19 Launch of FTA Negotiations with U.S. - <http://www.tcc.mac.doc.gov/cgi-bin/doit.cgi?204:52:900894206:1106>

STANDARDS NOTIFICATIONS - Sign up here for the latest in regional or industry-related WTO standards notifications - e-mailed to you directly!  
<http://ts.nist.gov/ts/htdocs/210/ncsci/export-alert.htm>.

## Trade Calendar for South Carolina June 2004

### South Carolina:

June 16:

**A Videoconference with Sweden** - Explore Europe's 10<sup>th</sup> largest market for South Carolina products and services through questions and answers with experts from the U.S. Commercial Service in Stockholm, Sweden, followed by comments from Thomas Swanson, President and Founder of the Swedish-American Chamber of Commerce of the Carolinas. The SCDOC is also organizing a trade mission to the Swedish-American Entrepreneurial Days in August. **Sponsors:** Columbia USEAC, S.C. District Export Council, S.C. Department of Commerce **Location/Time:** SCDOC Presentation Center, 15<sup>th</sup> Floor, SouthTrust Building, 1201 Main Street, Columbia; 9:00 a.m. **To Register:** Go to <http://www.buyusa.gov/southeast/scarolinaexportcalendar.html>, and download, complete and return the registration form at the bottom of the page. There is no registration fee, but pre-registration is required. **Contact:** Ann Watts, Columbia USEAC, (803) 765-5345 ext. 3, [ann.watts@mail.doc.gov](mailto:ann.watts@mail.doc.gov) or Melissa McLeod, SCDOC, (803) 737-2164, [mmcleod@sccommerce.com](mailto:mmcleod@sccommerce.com)

June 29:

**A Videoconference with South Africa** - Would you like to be ahead of your competitors before the U.S.-Southern African Customs Union Free Trade Agreement (FTA) is concluded in 2005? Did you know that the U.S. Commercial Service in South Africa is able to facilitate your business in all 14 neighboring countries? Join in a live videoconference with the U.S. Commercial Service in Johannesburg to discuss market opportunities for your products and services. **Sponsors:** Columbia USEAC and the S.C. Department of Commerce **Location/Time:** SCDOC Presentation Center, 15<sup>th</sup> Floor, SouthTrust Building, 1201 Main Street, Columbia; 9:30 a.m. - 12:00 noon **To Register:** Download, complete and return the registration form on the following web page: <http://www.buyusa.gov/southeast/scarolinaexportcalendar.html>. There is no registration fee, but pre-registration is required. **Contact:** Jayne Woodward, Columbia USEAC, (803) 253-3612, [jayne.woodward@mail.doc.gov](mailto:jayne.woodward@mail.doc.gov) or Melissa McLeod, SCDOC, (803) 737-2164, [mmcleod@sccommerce.com](mailto:mmcleod@sccommerce.com).

### Make Plans Now to Attend the National District Export Council Conference!



**Date:** October 19-21, 2004  
**Location:** Peabody Hotel, Memphis, TN  
**Sponsor:** FedEx - Platinum Sponsor  
**Keynote:** Fred Smith, Founder and CEO, Fed Ex  
**Theme:** Competing for the Future: The Convergence of Trade and Technology  
**Features:** National Exporter of the Year Award;  
Late night tour of Fed Ex Global Air Hub

**For more information, contact:** Dean Peterson, Nashville USEAC, 615-259-6061  
[Dean.Peterson@mail.doc.gov](mailto:Dean.Peterson@mail.doc.gov)

### Partnership for Prosperity Entrepreneurial Workshop 2004 U.S. - Mexico Business Opportunities Hilton Hotel, Guadalajara, Jalisco, Mexico, June 28-29, 2004

Presidents Fox and Bush have initiated the Partnership for Prosperity initiative to stimulate economic growth in North America. Don't miss the chance to participate in the 2004 Partnership for Prosperity Entrepreneurial Workshop to explore exciting new business opportunities and partners in Mexico, one of our top two trading partners. The United States and Mexico are long-time trading partners, and our futures rely on expansion of this relationship in order to create a stronger North American market. This 2004 Entrepreneurial Workshop brings together business and government leaders to discuss your company's growing opportunities in North America.

**Who should attend the 2004 Workshop?** U.S. and Mexican businesses and organizations involved/interested in: increasing competitiveness; supplying multinational firms; small business development; maquiladoras; remittances; rural development; housing/construction finance and development; information technology; human capital development; transportation and logistics; supply chain management; and lending to small business.

**What will you receive at the 2004 Workshop?** **Networking** with hundreds of U.S. and Mexican businesses and government officials. **Roundtable** discussions focused on key business opportunity sectors in Mexico. **Addresses** by private sector leaders and U.S. and Mexican high-level government officials.

**Registration:** \$250 per person includes two days of luncheon programs, Gala Good Partner Award Dinner and social events. The Hilton is offering a conference hotel room of about \$90US or 1000Mx pesos (including tax). To register or to review additional information, go to [www.p4pworks.org](http://www.p4pworks.org).